

# NECESSITY:

Hospital/Physician Alignment

The Westin Los Angeles Airport



## A MEDICAL NECESSITY:

Strategies for Successful Hospital/Physician Alignment

February 26, 2009 • The Westin Los Angeles Airport

C/O MEETINGS & INCENTIVES  
ATTN: A MEDICAL NECESSITY  
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Strategies for Successful

February 26, 2009 •



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Please join Foley & Lardner LLP, The Camden Group, Huron Consulting Group, and The Pinnacle Group for a one-day summit that examines current and future business models for successfully aligning hospitals, physicians, and medical staff in California. Through in-depth discussions of real-life case studies, and new approaches, our speakers will share how health care organizations are implementing practical alignment strategies to position themselves for success in this difficult economic environment.

## WHO SHOULD ATTEND

Senior executives at hospitals and health care organizations, physicians, and medical staff leadership all have a significant stake in alignment and will benefit from the insights, strategies, and networking opportunities presented at the summit.

## LOCATION

The Westin Los Angeles Airport  
5400 West Century Boulevard  
Los Angeles, California 90045  
310.216.5858

Thursday, February 26, 2009  
8:00 a.m. – 3:45 p.m.

## REGISTRATION

The registration fee is \$295. Group discounts are available. **For more information and to register, please visit [Foley.com/HMD](http://Foley.com/HMD).** Please contact Melissa Roth at [mroth@foley.com](mailto:mroth@foley.com) with any questions.

## AGENDA

### THURSDAY, FEBRUARY 26, 2009

8:00 a.m. – 9:00 a.m.  
**REGISTRATION AND NETWORKING**

9:00 a.m. – 9:15 a.m.  
**WELCOME AND OVERVIEW OF CURRENT HOSPITAL/PHYSICIAN ALIGNMENT CHALLENGES AND OPPORTUNITIES**

**Charles B. Oppenheim**, Partner, Foley & Lardner LLP

9:15 a.m. – 10:45 a.m.  
**IT'S ALL ABOUT PHYSICIANS: ATTRACTING AND RETAINING THE BEST**

Panelists, including a hospital CEO/physician, a health care attorney, and management consultants, will discuss subjects ranging from the broad perspective of integration strategy to the nuts-and-bolts of fair-market value analysis. This panel will present case studies in both primary care and physician subspecialties and service lines to illustrate how health care leaders are creating successful physician relationships across the spectrum of professional service arrangements, including call stipends, income guarantees, compensation plans, and co-management programs.

**Lawrence R. McEvoy II, MD**, Chief Executive Officer, Memorial Health System, Colorado Springs

**Mark T. Schieble**, Partner, Foley & Lardner LLP

**Daniel P. Stech**, MBA, CMPE, Executive Director, The Pinnacle Group

**David V. White**, MBA, Executive Director, The Pinnacle Group

10:45 a.m. – 11:00 a.m.  
**MORNING BREAK**

11:00 a.m. – 12:30 p.m.  
**INTEGRATED DELIVERY CASE STUDIES: WHAT WORKS AND WHAT DOESN'T**

This panel examines successful integrated delivery models in California: 1206(l) medical foundations, 1206(d) clinics, and “friendly PCs.” Leaders who have years of success with these models will share what has worked, recent developments that have enhanced performance, and their thoughts on the future of integrated delivery models.

**William L. Abalona**, Partner, Foley & Lardner LLP

**Larry Harrison**, MBA, MHS, Chief Executive, Scripps Clinic

**Laura Jacobs**, Senior Vice President, The Camden Group

**Linda Procci**, Ph.D., Vice President, Service Line Operations, Cedars-Sinai Medical Center

12:30 p.m. – 1:30 p.m.  
**NETWORKING LUNCH**

1:30 p.m. – 2:30 p.m.  
**THE QUALITY IMPERATIVE — REAL-LIFE SOLUTIONS AND INNOVATIVE APPROACHES TO IMPROVE QUALITY AND COMPLIANCE**

Quality of patient care is a top priority for health care providers and industry leaders. This session will focus on the government's effort to improve quality of care through payment reform, data mining, and the False Claims Act. The panel also will discuss compliance and quality assessments and the recent OIG Advisory Opinion that allows hospitals to use pay-for-performance (P4P) programs as incentives for physicians to improve quality of care.

**Janice A. Anderson**, Partner, Foley & Lardner LLP

**Shannon Dwyer**, Senior Vice President & General Counsel, St. Joseph Health System

**Cory Flickinger**, Health Care Consultant, Compliance, Quality and Patient Safety, Huron Consulting Group

**Cheryl L. Wagonhurst**, Partner, Foley & Lardner LLP

2:30 p.m. – 2:45 p.m.  
**AFTERNOON BREAK**

2:45 p.m. – 3:45 p.m.  
**WHAT'S AHEAD: THE FUTURE OF HOSPITAL/PHYSICIAN ALIGNMENT**

This panel will explore the future of hospital/physician alignment strategies and models. Topics include electronic medical records, patient electronic portals, and the impact of the retail medical clinic trend. These future alignment strategies will be discussed in the context of the current economic climate and the new administration's ambitious health care reform agenda.

Moderator:

**Charles B. Oppenheim**, Partner, Foley & Lardner LLP

Panelists:

**Cory Flickinger**, Health Care Consultant, Compliance, Quality and Patient Safety, Huron Consulting Group

**Laura Jacobs**, Senior Vice President, The Camden Group

**Daniel P. Stech**, Executive Director, Pinnacle Products and Innovation, The Pinnacle Group

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# Welcome to

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